



Travel Barometer

Research and Planning Newsletter

Division of Travel Development

Utah's Travel Council

Summer, 2001



2001 Board Marketing Retreat Focuses On New Ways of Seeing Challenges and Successes

The 2001 Utah Travel Council Board of Commissioners' Marketing Retreat was held March 22-23, in Moab, Utah. Three basic topics formed the framework for the meeting: Advertising, Quality Earnings, and an overview of the division's funding situation following the 2001 legislative session.

Each topic solicited questions and discussion with important emphasis on the differing needs of urban and rural parts of the state. The meeting reinforced the need for a wide view of the state's overall tourism products and attractions.

The Quality growth prompted some of the most spirited discussion. During which, participants acknowledged the varied interests and expectations of Utah's diverse tourism industry. For many businesses and destinations, increasing visitor volume is the best growth policy. For others, increasing visitor volume is secondary to upgrading the quality of tourism through targeted marketing and/or improvements in infrastructure, services and amenities.

Board member, Joe Houston from Kanab noted, "We Should be optimizing quantity as we move toward quality", a comment that was well received as summarizing the situation. Others noted that our strategic plan commits us to filling excess capacity, but "Quality vs. Quantity doesn't have to be a battle. They are not mutually exclusive." Jon Kemp, the division's Research Coordinator who facilitated the discussion offered the country of New Zealand as an example of a destination that has similar growth concerns to Utah, and a destination that has begun a process of effectively guiding tourism development through cooperative public policy initiatives and joint marketing efforts. **See Similar and Successful on page 2**



Director's Message

In the execution of our long-range roadmap for travel development, the Utah Travel Council has adopted a strategic preference for leverage of our scarce advertising resources. These strategic alliances take two forms: (1) co-branding partnerships with one other commercial brand such as Kodak, and (2) cooperative partnerships with Utah tourism suppliers.

For two years now, we have solicited participation from all quarters of the state for businesses wishing to advertise their product, services, and attractions

If the proposed ad meets criteria established by the Utah Travel Council as being in the state's interest, UTC advertising monies would be matched with those of the business so that in combination, the Utah brand

message would be complimented by specific suppliers.

This call for co-op partners is hereby repeated and updated.

State criteria include the prominent use of our Utah! Brand logo, the official web site address, (www.utah.com), a design review by our office, and media placement selections that match our demographic preference profile.

As our planning horizon turns to the post-Olympics environment, we should all look for opportunities to use paid messages as confirmation for the awareness gains made through fabulous broadcast images of Utah information. **- Dean Reeder -**

Similar, and Successful Continued

At first glance, one might think New Zealand has nothing in common with Utah. But taking a closer look reveals some remarkable similarities between the two destinations. A recent visitor guide for New Zealand describes its appeal, "Fresh air, magnificent scenery and outdoor activities are the feature attractions of New Zealand. It's not a big country, but for sheer variety, it's hard to beat." About the same size as Colorado, New Zealand is a self-proclaimed "haven for those seeking peace, rejuvenation and relaxation as well as a playground for thrill-seekers and adventurers." Almost a third of the country is protected in national parks or conservation reserves. Tourism officials throughout the country recognize the unique combination of natural, physical, cultural and heritage resources. They enthusiastically support principles of sustainable development, including protecting natural resources and making tourism more equitable and efficient. Through joint



marketing efforts and cooperative public policy initiatives, national, regional and district governments have worked together with industry representatives and

local residents to increase the positive benefits of tourism while mitigating its negative consequences.

New Zealand is divided into 28 regions and five super-regions for tourism planning and marketing. The multi-faceted organizations are encouraged to coordinate with New Zealand's several layers of government and build consensus among government officials, tourism industry representatives and local residents. New Zealand markets itself to visitors seeking escape, rejuvenation and recovery, whether that means a luxury resort experience or a rugged backcountry adventure. Diversity is New Zealand's greatest asset, but also its greatest challenge. Another challenge is the struggle of many rural areas to develop tourism resources to help diversify their

local economies. As increased global competition, resource protection and government regulation threatens the sustainability of traditional industries, more communities are looking to tourism to provide needed income and job growth. Communities in such circumstances are often faced with the difficult situation of trying to attract capital investment without significant infrastructure, labor force or marketing resources.

Public Policy Initiatives: Cooperative Planning & Implementation

New Zealand offers several examples of how coordinated efforts between government hierarchies, industry leaders and residents can improve results and foster improved tourism development. Regulatory initiatives enacted at each level of government help guide the quality, quantity and location of future tourism development.

From a national level, the New Zealand Department of Conservation provides resource protection and enforcement of the Resource Protection Act. Regional councils and planning teams help administer the resource consents (permit system) by evaluating local proposals, thus providing some measure of local control and ownership. The national tourism office, Tourism New Zealand, operates a detailed educational program designed to help local government leaders, developers and business operators understand the regulatory environment and meet the necessary guidelines for tourism development.

At the regional level, the Southern Lakes Region assembled a workgroup of government leaders, tourism industry representatives and local residents to create a long-range strategic plan. Through a combination of public policy considerations and marketing techniques, the plan identifies specific goals and action plans to improve the quality of tourism in the region and mitigate potential negative impacts. During the planning process, the region collectively committed to quality development



Continued on page 3

Public Policy Initiatives: Cooperative Planning & Implementation Continued

through collaboration and compromise. However, implementation and continued cooperation among the many disparate groups remain a challenge to the plan's ultimate success.

One rural community, Stewart Island, developed a long-range strategic plan for tourism development with guidance from Tourism New Zealand. The plan's objective was to help transform the rural community into a more developed tourism destination without jeopardizing community character and values. Specifically, the plan identified needed infrastructure improvements, more industry cooperation and targeted marketing techniques to further the community's objectives.

Joint Marketing Efforts: 100% Pure



Tourism New Zealand launched a new, global promotional campaign beginning in July 1999. The promotional campaign was based on the strategic objective of Tourism New Zealand: to encourage international visitors to "come now, do more and come back." First year results provided evidence that the campaign had met or exceeded goals in increasing international visitation and spending. Ian Macfarlane, General Manager of Marketing at Tourism New Zealand described the new campaign, "The recent changes [in promotional strategies] are an important paradigm shift. It's imperative we take a team approach in everything that we do – that way we can ensure we provide a consistent message and product that meet the needs of the market. We will continually

engage the industry and the market to test our initiatives and make sure we are doing the right things. That's the only way we can successfully position and sell New Zealand."

Goals for 2001 include consistency, meeting visitation and spending goals and improving the quality of industry information. Significant elements of the 100% Pure New Zealand campaign include integrated messages among several mediums (advertising, Internet, events, trade and media), a defined target audience, consistency between advertising messages and perceived local identity, a holistic approach balancing major themes (landscape, culture, people and adventure), and the identification of a unique and differentiable image and identity.

One year after the launch of the campaign, New Zealand's five main tourist regions formally agreed with Tourism New Zealand to use the 100% Pure brand. The strategic partnership and joint marketing venture significantly increases the profile of the campaign. George Hickton, Tourism New Zealand's executive director, commented on the partnership, "The macro regional organizations are taking advantage of the opportunity to increase their region's profile by being marketed under the umbrella of 100% Pure. This takes advantage of the consumer awareness of this campaign that is already evident in the market."

The marketing goals and objectives of New Zealand and Utah are strikingly similar. Each campaign provides a brand umbrella that may function in isolation or in conjunction with local or regional marketing efforts. Each strategy encourages visitation through associating emotional values with the promise of a destination experience. Each campaign is targeted to a specific audience identified to maximize the economic contribution of tourism on the corresponding economy. However, New Zealand's success with leveraging the 100% Pure brand into all national and regional promotional materials is a significant accomplishment that will pay increasing dividends to tourism's future growth.

***This New Zealand Summary was prepared by
Jon Kemp, UTC Research Coordinator.***

For more information on New Zealand, please visit their website at www.purenz.com or www.tourisminfo.govt.nz



Travel Guide Fulfillment Report

First Half – 2001

During the first half of 2001, 36,177 requests for Utah Travel Guides were recorded, roughly 10% fewer Travel Guides than were distributed during the first half of 2000. However, the number of international requests increased slightly, from 9.4% of total requests in the first half of 2000 to 10.8% of total requests in the first half of 2001. Fulfillment requests were received from all fifty states, the District of Columbia, several U.S. Territories and 88 countries worldwide.

Domestic Requests. Total domestic travel guide requests for the first half of 2001 totaled 32,285. Domestic requests comprised approximately 90% of all fulfillments. The distribution of requests generally paralleled state population, with the more populated states accounting for the majority of all requests. California, Texas, Florida, Illinois, New York and Pennsylvania each accounted for 4.0% or more (1,300+) of all domestic requests.

Because population differences make state comparisons difficult, a per capita measure of information requests is useful to examine Utah's relative performance in various states. As expected, several western states appear on the list, headed by Utah, Idaho, Colorado and Wyoming. Several Midwest states, including Missouri, Wisconsin, Iowa, Nebraska, Minnesota and Kansas also appeared in the top ten, suggesting a possible regional advantage among travelers from that area. The average number of requests per million people among all fifty states was 115.

Source of Travel Guide Requests. The sources of inquiries during the first half of 2001 reflect the continued dominance of the Internet in travel planning. Travel guide requests received via the Internet were the primary source of information requests received during the first half of the year. Although the Internet was the most important source of travel guide requests (representing over 40% of the overall total), other sources of inquiry continued to attract attention. Traditional inquiry resources such as road atlases, magazines, newspapers, direct mail and telephone call centers each contributed to making Utah information available to the greatest number of consumers.

International Requests. International travel guide requests were received from 88 countries, reaching into nearly every corner of the globe. During the first half of 2001, 3,892 travel guide requests (representing 10.8% of the total) were received from international inquirers. The majority of requests originated from Western Europe and Canada. Western European countries, led by the United Kingdom, Germany, the Netherlands and France, were responsible for 46% of all international inquiries. Canadian requests comprised another 32% of total international inquiries. The widespread international distribution of the Utah Travel Guide and the growing number of requests from developing countries in Eastern Europe, Asia and South America reflects the ease with which information can be exchanged in the modern economy and the increasing interest in international travel. For example, the Czech Republic, Russia, India, Ukraine, Brazil, Indonesia and Croatia all ranked in the top twenty as countries most frequently requesting Utah information during the first six months of the year.

NOTE: The total number of requests from some countries might be understated due to fulfillment being carried out by contractors in those countries.

Seasonality. The volume of travel guide requests has decreased in the first half of 2001 compared to the first half of 2000. The decrease was approximately -9% in the first quarter and increased to -12% during the second quarter. The rise in popularity of the Internet is likely one contributing factor to the decline. During 2000 and the first half of 2001, the number of travel guide requests declined in each quarter. In 2000, first quarter requests represented 35% of the year's total. By contrast, fourth quarter accounted for only 13% of the total for the year. A similar pattern is expected in 2001.



On The Web ...



A simplified address, www.utah.org/travel, makes it easier for users to check the Travel Council's Government Web Site for information on what's happening at the Division of Travel Development including tourism statistics, Utah visitor profiles, state and county economic travel indicator profiles, and links to many sources of research information on tourism in Utah, the USA and around the World.

Visit www.utahmediacenter.org to become familiar with the operations of the Utah Media Center and plans for marketing Utah before, during, and after the 2002 Olympic Winter Games.

Check out the new "Destinations" Program on www.utah.org/travel.

Would you rather receive the Utah! Travel Barometer via e-mail? Contact Stacey Clark (stacey@utah.com) or Jon Kemp (jon@utah.com) and we'll add you to our list of "high tech" Barometer recipients.

Utah! Travel Barometer

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Visit Utah! Online at www.utah.com or
www.utah.org/travel

F Y I ...

The UTC is pleased to welcome four new staff members:

Carolyn Austad is the new publications editor and writer. She will work primarily with The Utah Travel Guide and other publications, as well as the text portions of our web sites.

Mark Bennett is a new media relations manager and will be conducting familiarization tours and working with national and international media. Mark worked previously for Solitude Resort.

Scott Iverson has been hired to manage the Utah Media Center to be located in the ExpoMart in Salt Lake City during the 2002 Olympic Winter Games. He was formerly with Bonneville International and Video West. **Margaret Smoot** will be the Center's assistant manager responsible for the media guide sponsors and story ideas. Smoot's communications backgrounds includes Emmy Awards for television writing & producing.

Fast Fact : The Salt Lake Tribune has compiled a list of "signature foods" representing each of Utah's 29 counties. The list includes Box Elder peaches, Millard mushrooms, San Juan pinto beans, and Kokanee Salmon from Dagget County.
(Source: *The Salt Lake Tribune*, Wednesday, June 13, 2001)

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2001 2nd Quarter Visitor Statistics

Segments	April	May	June	YTD 2001	YTD 2000	% Change
S.L. Int'l Airport Passengers	1,537,750	1,577,220	1,783,958	9,704,505	9,847,933	-1.5 %
National Park Recreation Visits	442,634	550,591	641,646	1,516,355	2,333,300	-10.5 %
Nat'l. Monuments & Rec. Areas	226,936	378,723	1,257,445	1,516,355	1,595,054	-4.9 %
Utah State Parks	424,141	699,614	729,180*	2,548,087	2,924,583	-12.9 %
Visitor Information Centers	43,710	61,752	96,917	280,207	302,148	-7.3 %
Hotel/Motel Occupancy Rates	58.3 %	58.2 %	67.2 %	62.5 %	61.5 %	1.1 %

***June State Park numbers are incomplete. An upward revision is likely.**